

The Strategy Selection Grid

This is a useful tool when you are in the very early stages of strategy development.

It helps you look at possible alternatives related to the three primary strategic variables:

- Target Group Selection (Customer)
- Product Class Definition (Competitive Set)
- Message Emphasis (Product)

Then, to help with the evaluation of alternatives...

- Rationale

This grid allows you to lay out the alternatives in an easy-to-understand way. It can also help you become familiar with the basic elements of strategic development.

SELDOM USED IN AD AGENCIES.

During a fairly lengthy agency career, with a lot of strategy development, we never used anything like this – for a very simple reason.

In the agency environment, client marketing organizations are usually pretty clear about Target Group Selection and Product Class Definition. Perhaps there would be some fine-tuning in the Target Group area, but, again, by the time the brand shows up at the agency, the basics are pretty well worked out.

Situations Where the Grid Is Helpful.

In new ventures, whether a new brand, a new store, or a special event on campus, this grid can be very clarifying.

Helpful Hint: You don't have to generate alternatives in every category. Product class or target group may be fairly clear.

Strategy Selection Grid:				
Product Class Definition				
Target Group Selection				
Message Element Selection				
Rationale – based on information and/or judgement				

